



# INVESTMENT POTENTIALS OF NOVI GRAD MUNICIPALITY

*February, 2026*

# Briefly about Novi Grad:

Novi Grad is situated at the confluence of the Sana River into the Una, beneath the slopes of the Kozara and Grmeč mountains. It is one of the oldest and most picturesque towns of this region.

The first written documents about Novi Grad appeared in 1280, and its name originates from the fortress *Castrum Novum* on Kula Hill, serving as the foundation for the later development of the town.

Numerous poems have been written about Novi Grad, mostly inspired by the natural beauty of the Una River. The town is well-known for its city hall from 1892, listed as a national monument of Bosnia and Herzegovina, and the Old City Library from 1895.

Many notable figures, who have enriched and marked the art and history of the region, were born in Novi Grad. These include ethnologist Milan Karanović, painters Stojan Celić and Lazar Drljača, writer Mladen Oljača, and others.



# Personal card of Novi Grad:



**Entity :** Republic of Srpska



**Number of citizens:** 21.902 (estimation of Institute of Statistics)



**Surface:** 470 km<sup>2</sup>



**Mayor:** Miroslav Drljača



**Budget of Municipality :** 15.463.369,04 € (plan for 2026.)



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# Novi Grad in numbers:



NUMBER OF EMPLOYED

3.735



NUMBER OF UNEMPLOYED

586



NUMBER OF ENTREPRENEURS

440



NUMBER OF COMPANIES

141



NUMBER OF AGRICULTURAL HOUSEHOLDS

288



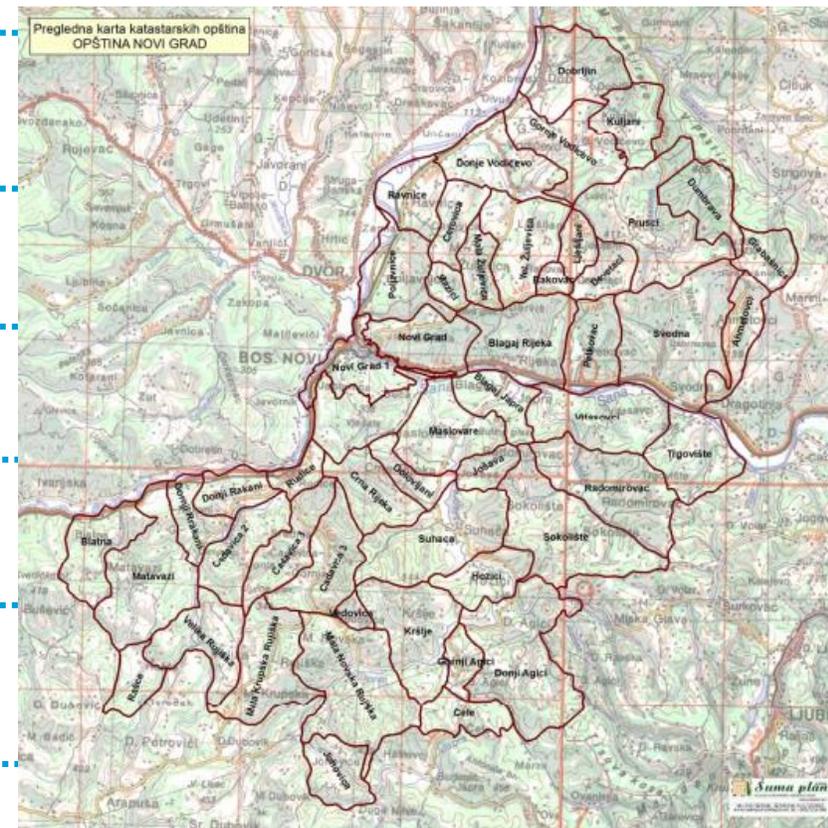
AVERAGE GROSS SALARY

1.092,16 €



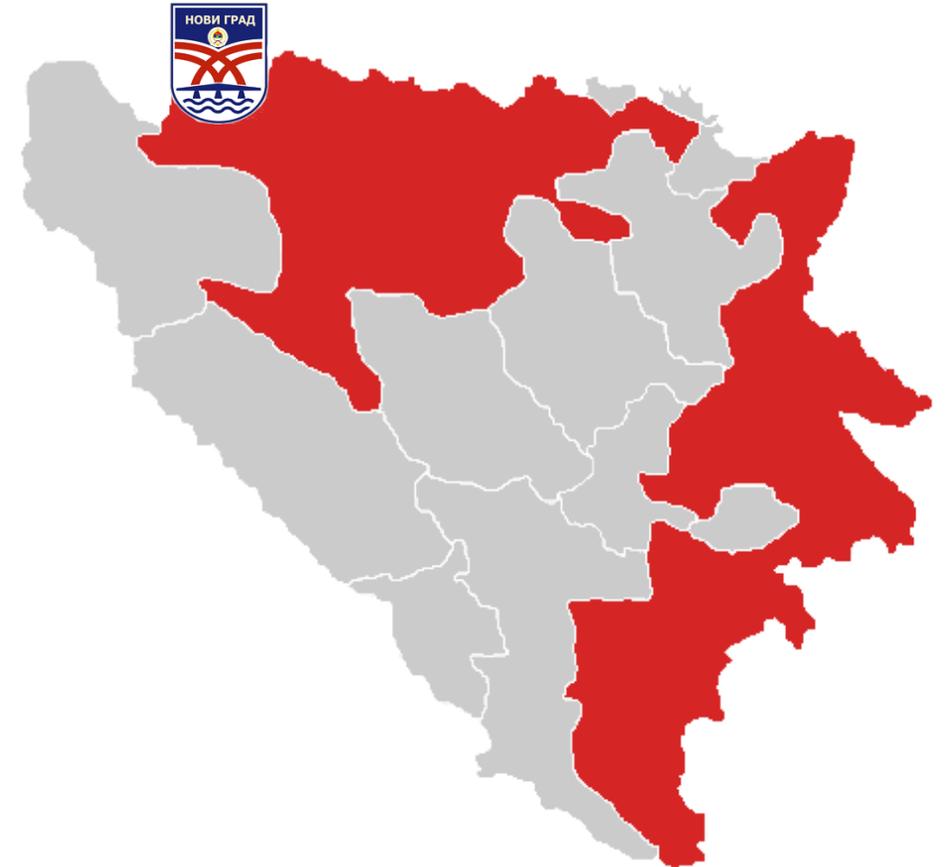
VOLUME OF EXTERNAL TRADE

61.599.373,50 €

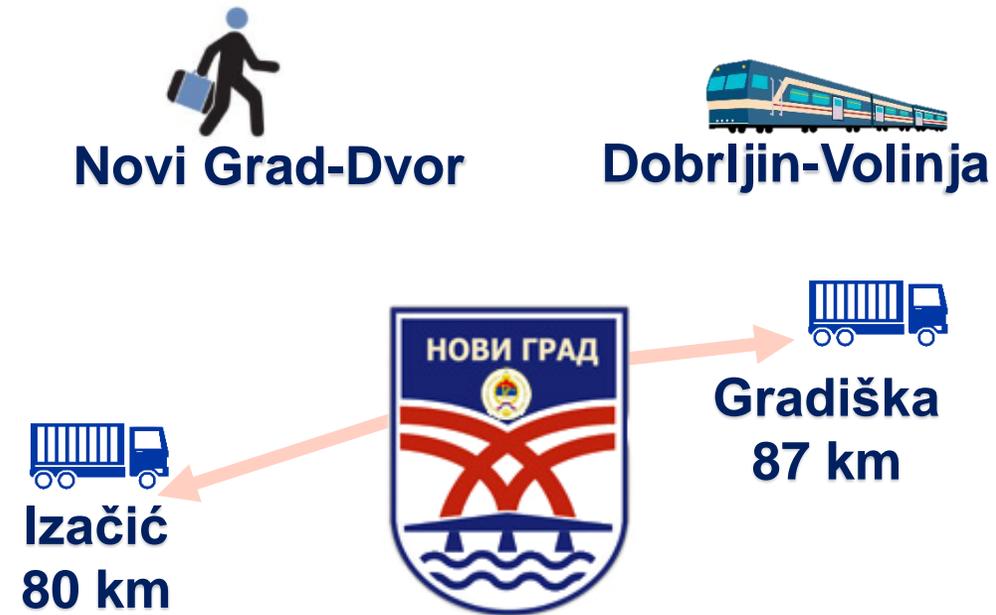


# Geographical position:

- Novi Grad is located in the northwest of Bosnia and Herzegovina and Republic of Srpska,
- Novi Grad borders with the Republic of Croatia along the southeastern border of the European Union,
- In Novi Grad, there is a border crossing for passenger traffic- Novi Grad (BiH) – Dvor (HR).



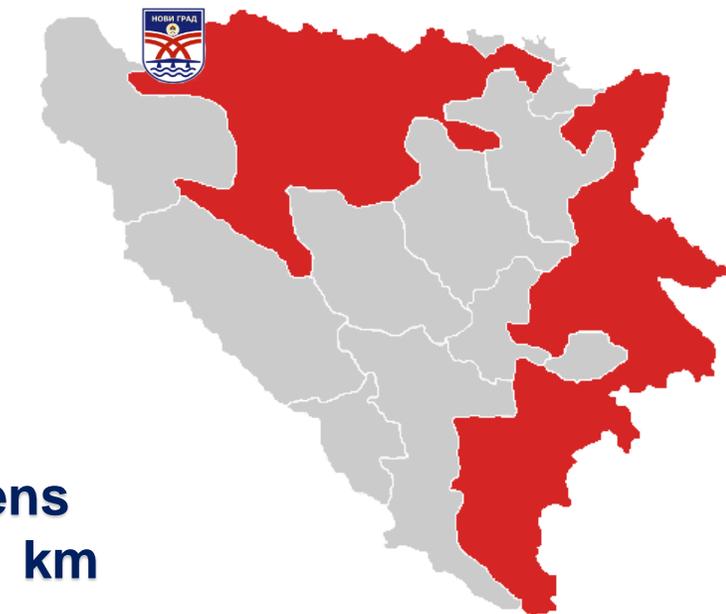
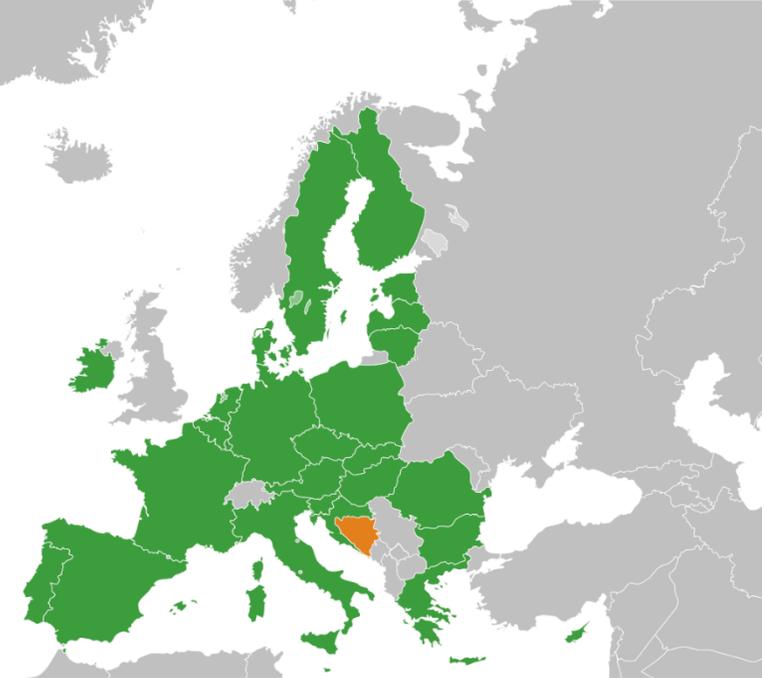
- The nearest First Category border crossings in road traffic are Gradiška (87 km) and Izačić (80 km), allowing the movement of people, all types of vehicles, and goods.
- The municipality of Novi Grad also has a border crossing in railway traffic (Dobrljin-Volinja), which is an international border crossing for railway traffic.



# Nearest international airports:

- Banja Luka (distance: 87 km)
- Zagreb (distance: 106 km)
- Tuzla (distance: 238 km)
- Split (distance: 280 km)
- Zadar (distance: 220 km)
- Sarajevo (distance: 320 km)
- Belgrade (distance: 380 km)

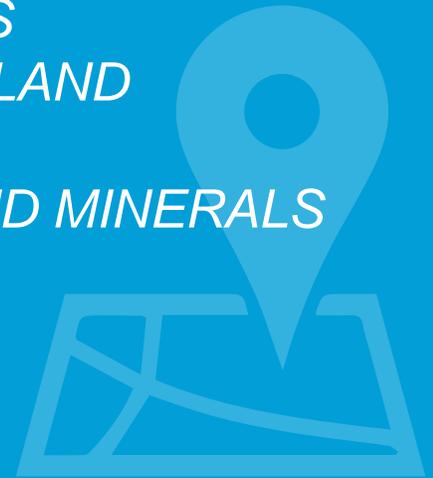




# NATURAL POTENTIALS



- FORESTS
- ARABLE LAND
- WATER
- ORES AND MINERALS





## FORESTS

**18.663 ha**

39,7% of the total municipality territory are covered by forests, with an average gross wood mass of 47.186 m<sup>3</sup>



## ARABLE LAND

**20.796 ha**

44,2% of the total municipality territory consists of arable land



## WATER

Surface Waters include the rivers Una (tributaries Vojskova and Strižna) and Sana (tributary Japra). Thermomineral water is present in the settlement Lješljani.



## ORES AND MINERALS

The current exploitation includes gypsum, limestone, and dolomite. Potentially exploitable resources consist of brown coal, gypsum-anhydrite, dolomite, limestone, quartz sand, barite, iron slag, decorative stone, gravel, and sand in the rivers Sana and Una, as well as lead-zinc ore.

# ***ECONOMY***



- *AGRICULTURE*
- *WOOD PROCESSING INDUSTRY*
- *TEXTILE INDUSTRY*
- *TRADE/COMMERCE*
- *TOURISM AND HOSPITALITY*

# ECONOMIC STRUCTURE



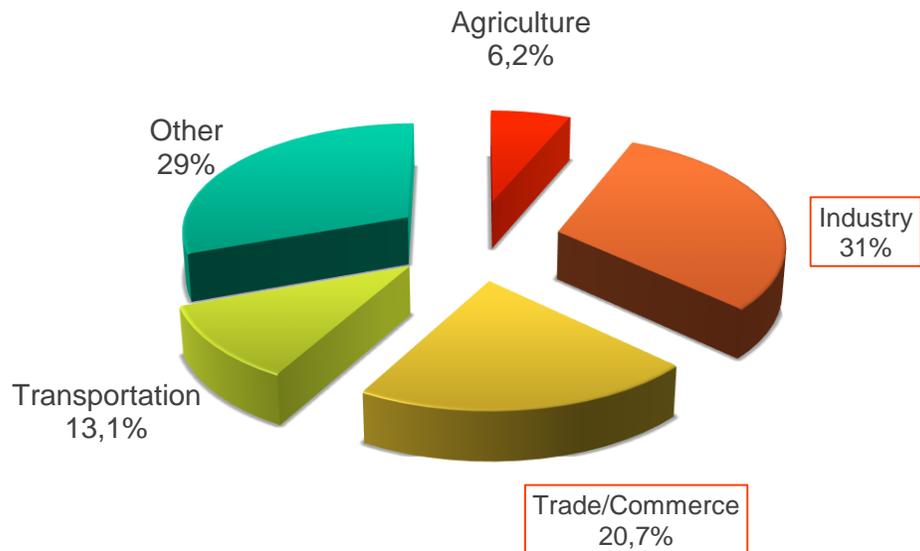
Business entities

**581**

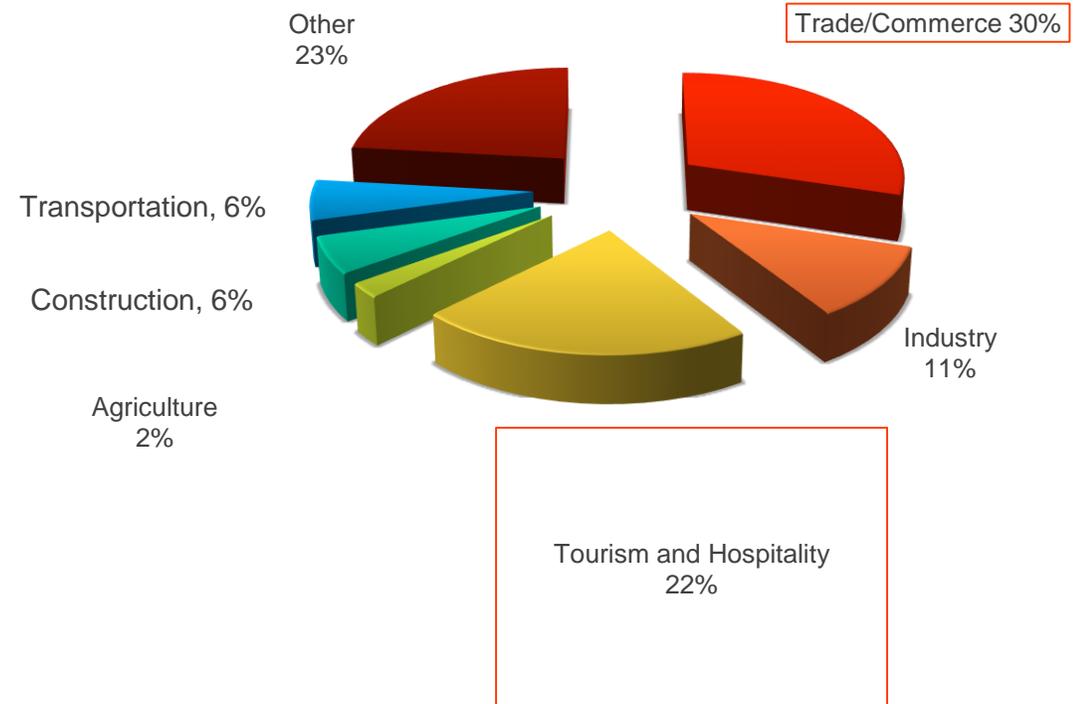
141 COMPANIES

440 ENTERPRENEURS

## Companies:

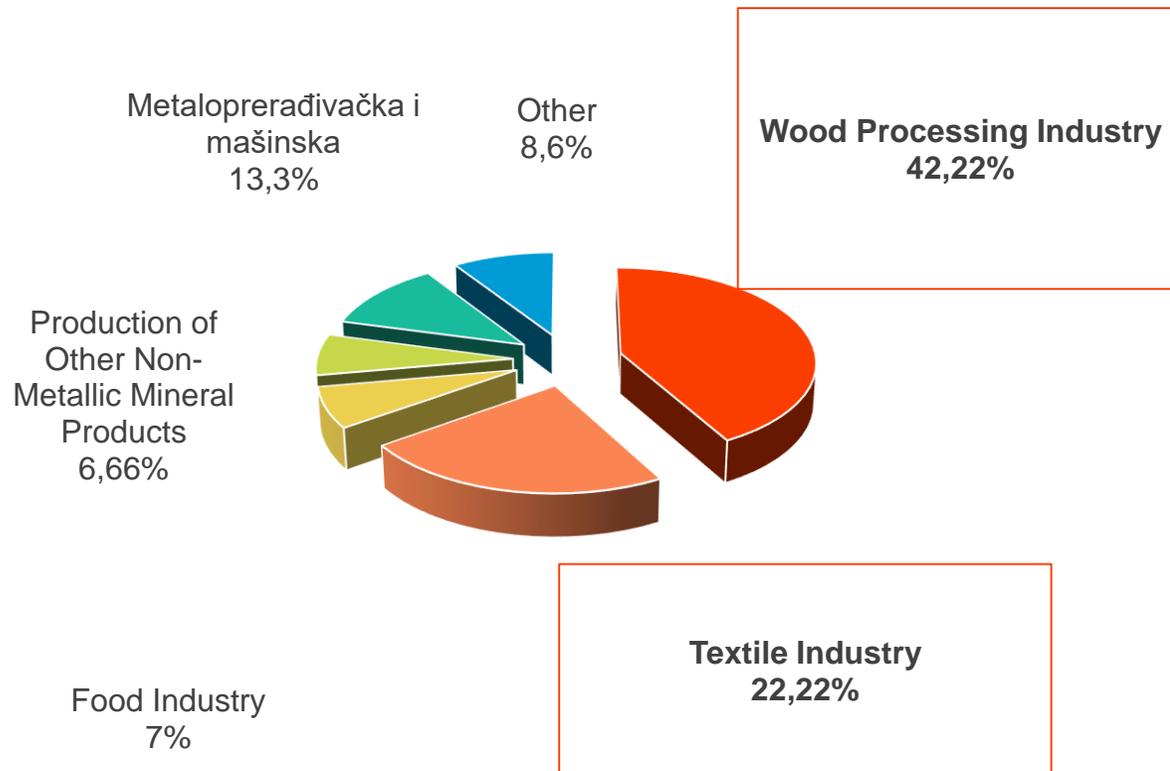


## Entrepreneurs:

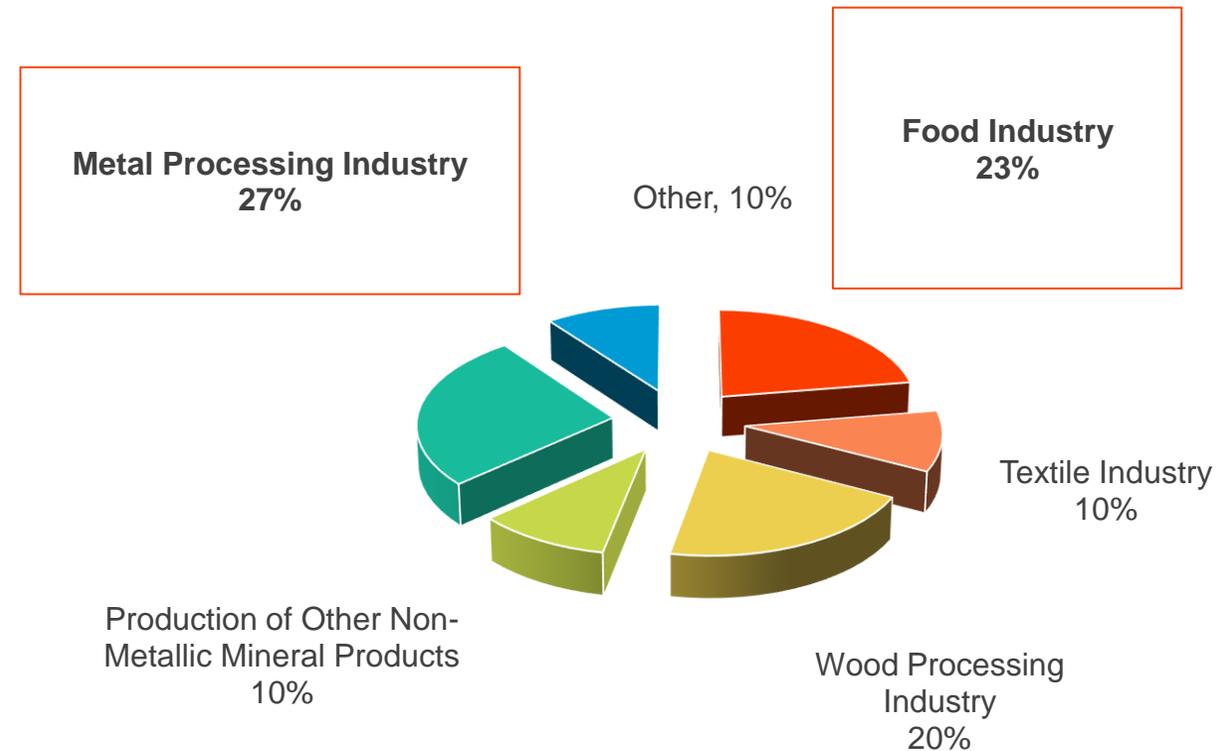


# STRUCTURE OF INDUSTRY

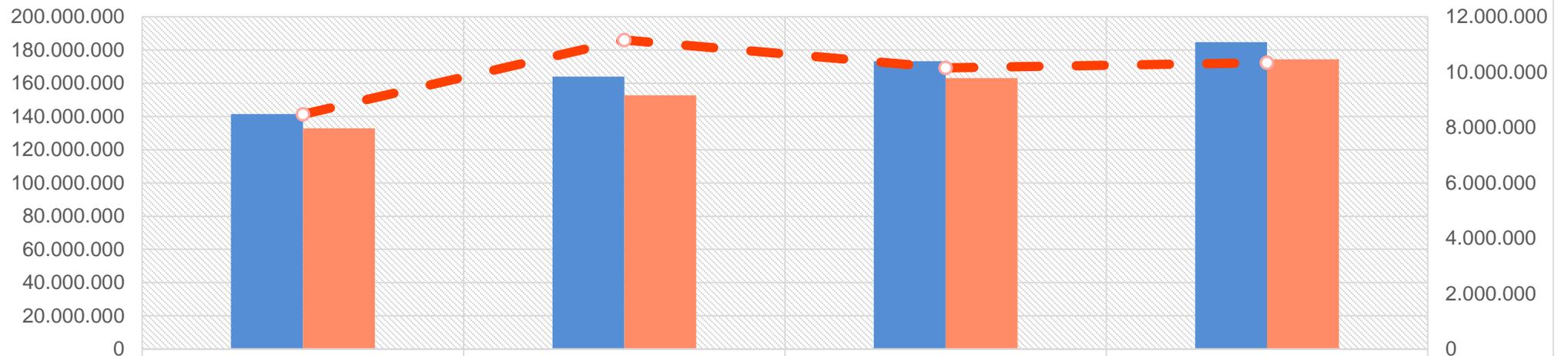
## Companies



## Entrepreneurs:

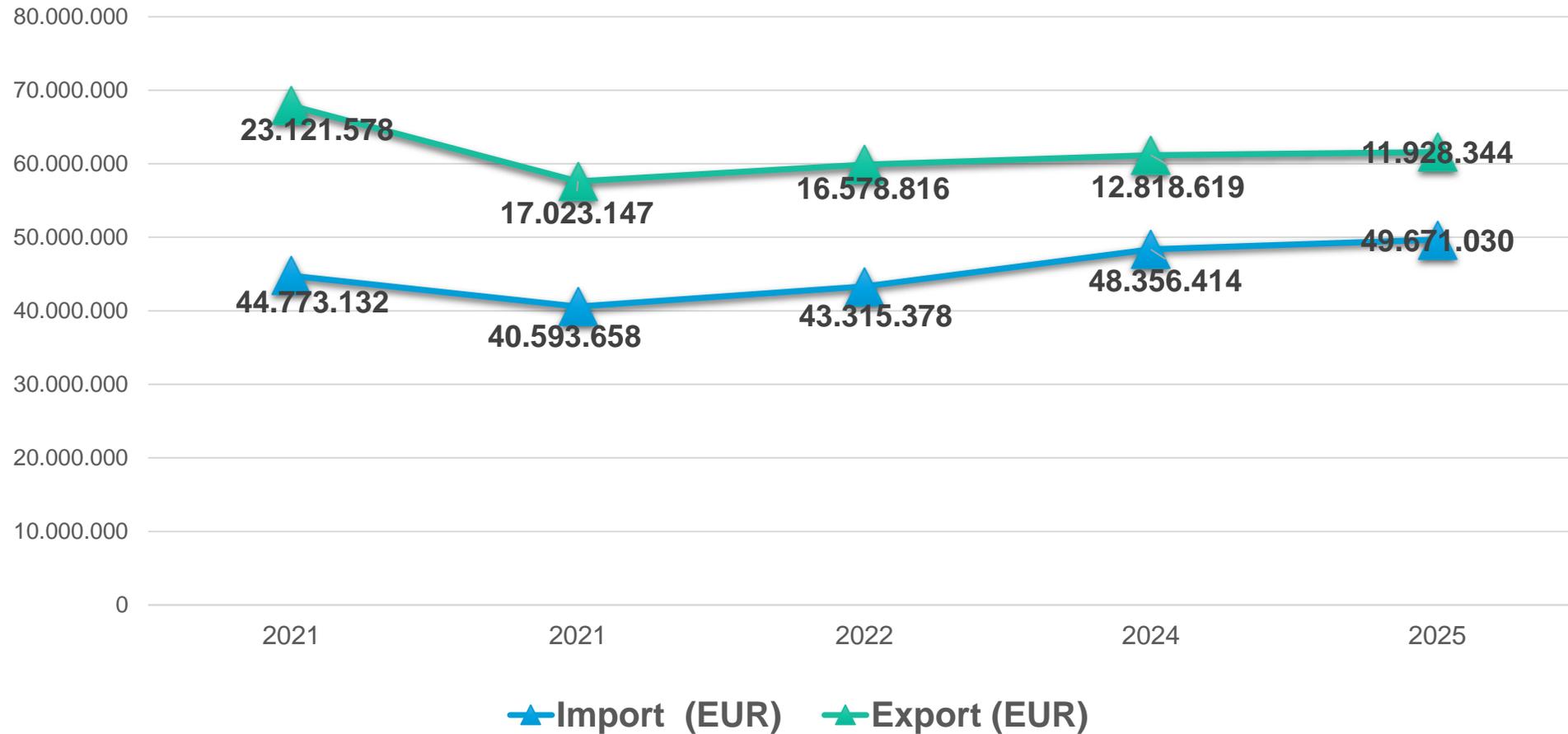


# Overview of total revenues, expenses, and net profits of companies from 2021. to 2024.



	2021	2022	2023	2024
Revenues (EUR)	141.470.280	163.974.586,87	173.234.363	184.727.621,94
Expenses (EUR)	132.993.858,27	152.808.208,92	163.074.220,27	174.388.231,41
Net profit (EUR)	8.476.421	11.166.378	10.160.143	10.339.391

# Foreign trade exchange (EUR) from 2021. to 2025.



# Investment Sectors: WOOD PROCESSING INDUSTRY

- ✓ Export-oriented,
- ✓ 28 business entities with 254 employees,
- ✓ Revenue of the wood processing industry constitutes 5% of the total revenue of companies,
- ✓ The export of wood and wooden products is 37,42% of total export of municipality,
- ✓ Novi Grad Municipality can be considered as the center for the production and placement of beekeeping equipment in the Northwestern Bosnia and Herzegovina, with over 15 (mostly export-oriented) companies in this field.



# Investment Sectors:

## TEXTILE INDUSTRY

- ✓ Export-oriented,
- ✓ 15 business entities with 345 employees,
- ✓ The total revenue of the textile industry accounts for 2,5% of the total revenue of business entities and 17% of the revenue of industry sector.
- ✓ The export textile and textile product, footwear, hat, etc., is 28.32%, of total export of municipality, and more than one-third of total production is placed on foreign markets.
- ✓ These activities primarily involve so-called “lohn” operations.



# Investment Sectors:

## AGRICULTURE

- ✓ **Farming** - the most prevalent crops are maize, fodder, wheat, barley, and oats.
- ✓ **Vegetable growing**- outdoors (peppers, beans, onions, cucumbers, melons, watermelons, and potatoes) and in greenhouses (cucumbers, tomatoes, peppers, and lettuce),
- ✓ **Fruit growing**- apples, pears, plums, walnuts, hazelnuts, and chokeberries,
- ✓ **Milk production** exceeds 4 million liters annually,
- ✓ **Krajina cheese**, a traditional cheese produced in 2 mini dairies located in rural households.



# Investment Sectors:

## AGRICULTURE- Cooperative Sector

- ✓ **Agricultural Cooperative "Agrojapra"** is one of the successful examples of cooperatives in Bosnia and Herzegovina. On the market, there are over 15 branded final cooperative products under the name "Izvor" (Source),
- ✓ **Agricultural Cooperative "Agronova"** engages in cooperative vegetable production and owns a distribution and procurement center for fruits and vegetables.



# Investment Sectors:

## AGRICULTURE -Beekeeping

- ✓ 73 beekeepers and 3.836 beehives registered,
- ✓ Annual honey production in the municipality is approximately 40–50 tons,
- ✓ Mini fair of local products, "Days of Our Village – Novi Grad," is held in early September, where local producers present their goods,
- ✓ The first api inhalation chamber in the municipality was built at the beekeeping facility of Miloš Odžić in Donji Agići.



# Investment Sectors:

## TOURISM

- The rivers Una and Sana in the Novi Grad are home to 95% of freshwater fish,
- Japra and Vojskova are natural spawning grounds for protected species of young fish, which is a rarity in Europe,
- "Una Boat" as a potential brand, with a unique mode of operation (paddle and oar),
- Una Nature Park, a protected area along the Una River in the municipalities of Novi Grad, Kozarska Dubica, Krupa na Uni, and Kostajnica, categorized as protected landscapes, with specific geological and hydrological phenomena and exceptional biological diversity,
- Investment potential: Revitalization of accommodation facilities within the SRC "Mlakve," establishment of accommodation capacity – hostel, construction of a Spa-Recreational Center in Lješljani.



# LARGEST COMPANIES:

**Pharmacies "B PHARM" Novi Grad** - a leading chain of pharmacies in Republika Srpska and the Brčko District, headquartered in Novi Grad. Employs 245 workers.



**Interpromet d.o.o. Novi Grad** - one of the top three wholesalers of pharmaceutical products in Bosnia and Herzegovina. Employs 119 workers.



**Smart Textiles d.o.o. Novi Grad** - a manufacturer of workwear and the largest exporter in the municipality. Owned by a Slovenian investor, it employs 115 workers.



**Sana-Elvis a.d. Svodna-Novigrad** - a regionally renowned producer of intimate apparel and sleepwear, employing 85 workers.

**Comp-Astor Rakani d.o.o.** - a manufacturer of finished food for domestic animals and a producer of electrical energy through solar panels. Employs 67 workers.



**Euro Fany d.o.o. Novi Grad** - engaged in the production and trade of food and non-food products wholesale and retail. Operates as part of a business group with the company "Vinoprodukt d.o.o. (production and sale of various types of wines, brandies, and liqueurs) and Inox Commerce d.o.o. (production of household hygiene products). Employs 61 workers.



**Ligno-Progres d.o.o. Novi Grad** involved in the production of sawn timber, wood processing, forest cultivation and exploitation, and transportation. One of the largest exporters in the municipality, employing 52 workers.



**Japra a.d. Novi Grad** – operates within the Fortis Group d.o.o. Banja Luka, engaged in stone exploitation for construction and the production of concrete and concrete products. Employs 41 workers.





# INDUSTRIAL ZONE „POLJAVNICE“

## AVAILABLE FACILITIES

### 01 Wood industry plant for sale

Possibility of selling the wood industry plant of the company Nova Forma d.o.o. Šamac, with an area of 1.352 m<sup>2</sup> and a factory complex covering 17.655 m<sup>2</sup>.



### 02 Residential-commercial building for sale

Residential-commercial building (former administrative building of the company "Lignošper"), with an area of 1,000 m<sup>2</sup>, including parking. Ownership – “Drvo-Commerce” d.o.o. Pribinić, Teslić.



### 03 SZR „Izolater“ for sale, long-term lease, or joint investment / strategic partnership

SZR “Izolater” Novi Grad is a specialized insulation company with 30 years of tradition and expertise in waterproofing, thermal, and sound insulation; its 393.75 m<sup>2</sup> commercial facility is located in the “Poljavnice” industrial zone (plot no. 556/9, C.M. Poljavnice).



# GREENFIELD AND BROWNFIELD LOCATIONS OUTSIDE THE INDUSTRIAL ZONE

## OWNED BY NOVI GRAD MUNICIPALITY

### 01 Land for Sale

Land - location "Dobrljin 1," with a total area of 16,883 m<sup>2</sup>, in Dobrljin.



### 02 Property for rent or sale

A building within the Cultural-Educational Center Novi Grad (formerly a military warehouse), with dimensions of 36×14 m. The building is part of a complex with a total area of 13.604 m<sup>2</sup>.



### 03 Property for rent or sale

A building located within the Sports and Recreation Center Mlakve offers 1,284 m<sup>2</sup> of space across three units (493 m<sup>2</sup>, 542 m<sup>2</sup>, 249 m<sup>2</sup>). The premises are suitable for conversion into hostel-type accommodation, representing a strong investment opportunity in the hospitality sector.



# GREENFIELD AND BROWNFIELD LOCATIONS OUTSIDE THE INDUSTRIAL ZONE IN PRIVATE OWNERSHIP

## 01 Unfinished building and land for sale

The property is situated on the banks of the Una River, on a 2.000 m<sup>2</sup> parcel. The building is constructed for hospitality purposes, resembling a motel with 12 rooms (860 m<sup>2</sup>), a restaurant with 150 seating places (389 m<sup>2</sup>), and a terrace overlooking the Una River.



## 02 Land and warehouse in Ravnice

A 1,000 m<sup>2</sup> ground-floor commercial facility for rent, located in Ravnice, Municipality of Novi Grad, just 8 km from the town center and in immediate proximity to the M14 Novi Grad–Kostajnica main road; the property offers direct access from a local road, full infrastructure (city water supply, electricity, and telephone network), public lighting, and an asphalt access road, making it suitable for various business activities while ensuring excellent functionality and easy accessibility.



# GREENFIELD AND BROWNFIELD LOCATIONS OUTSIDE THE INDUSTRIAL ZONE IN PRIVATE OWNERSHIP

## 03

### Construction of the Lješljani Spa and Recreation Center

The Lješljani zone, covering 195,000 m<sup>2</sup>, is managed by “Banjsko-rekreativni centar Slatina-Lješljani” d.o.o., owned by KOZARAPREVOZ a.d. The site currently includes outdoor pools, medicinal water showers, and a restaurant. A feasibility study confirms the project’s profitability, offering opportunities for full acquisition or partnership to develop a spa complex and medicinal water bottling facility.



# GREENFIELD AND BROWNFIELD LOCATIONS OUTSIDE THE INDUSTRIAL ZONE IN PRIVATE OWNERSHIP

## 04 Motel and commercial property for sale

The property is located in the immediate vicinity of the City Stadium, directly along the M14 main road and only 1.5 km from the center of Novi Grad.

It sits on a 1,590 m<sup>2</sup> plot (cadastral parcel no. 3861, C.M. Novi Grad 1) and comprises two commercial buildings: the main building offers 926 m<sup>2</sup> of space (ground floor plus three upper floors), while the second building, positioned nearby, extends over a ground floor and one upper floor with a total area of 355 m<sup>2</sup>.

Both buildings are multifunctional and adaptable to various uses, including the continuation of hotel operations, conversion into a nursing home with minimal investment, or redevelopment into a supermarket or other commercial facilities.



# Support for Investors in Novi Grad Municipality

## 01 Institutional support

Institutional support and proactive, flexible administration - Novi Grad is a municipality with a favorable business environment and holds the BFC SEE certificate. It offers various measures to support the economy and investors.

- Local development management department,
- Department for Economy and Agriculture,
- E-Government.

## 02 Financial and non-financial support

Incentives for investors include measures aimed at fostering the development of companies, entrepreneurs, and agricultural producers through non-repayable funds.

Non-financial support includes mentoring, training, counseling, information provision, technical assistance, promotion, networking, etc.

## 03 Fast-track procedures

The municipality has introduced a fast-track procedure for issuing permits - **one day** for entrepreneurial activities and **three days** for the registration of companies.

## 04 Economic council

The formalized dialogue between the municipal administration and the private sector is evident.

# THEY HAVE INVESTED IN NOVI GRAD:

**MS-ENGINEERING d.o.o Novi Grad-** Established in 2022 by a domestic investor, it is engaged in the recycling of WEEE (Waste Electrical and Electronic Equipment), involving the collection, transportation, storage, and physical treatment of non-hazardous electrical and electronic waste.

**MS-ENGINEERING d.o.o.**

**ELLA TEXTILE d.o.o. PJ Knitwear, Novi Grad-** The Italian textile group 'Calzedonia' and its subsidiary 'Ella Textile' d.o.o. Gradiška, Nova Topola, established a business unit in Novi Grad in 2021, employing 130 workers.

**Ella Textile d.o.o.**

**CALZEDONIA**

**VASTIL d.o.o. Novi Grad** - It was founded in 2017 by an Italian investor. They specialize in sewing knitted textile products for the Italian brand Falconeri. The product range is placed on the market of European Union. Currently, they employ 69 workers.

**SMART TEXTILES d.o.o. Novi Grad**, owned by the protective clothing manufacturer Prevent & Deloza from Celje, Slovenia. Currently employing 115 workers, and in 2024, the company's business name was changed to Firecat d.o.o.



**Prevent & Deloza d. o. o.**

**Kosova ulica 14**

**SI-3000 Celje**



**Why invest in  
Novi Grad?**



01

**Geo-strategic location (border with the EU)**

02

**Natural resources (rivers, forests, land, clean water and air, ores, minerals)**

03

**Stimulative tax policy (Value Added Tax is the lowest in the region – 17%)**

04

**Access to the international market (Investors in the Republic of Srpska gain access to the market for 600 millions of citizens based on the free trade principle)**

05

**Stability of the banking system and the presence of foreign banks**



06

**Low operating cost and stimulative cost policy**

07

**Favorable business environment, BFC SEE certificate, measures to support the economy and investors**

08

**Institutional support - Local development management department, Department for Economy and Agriculture, E-Government**

09

**Proactive and flexible administration**

10

**Pleasant place to live and work**

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# THANK YOU FOR YOUR ATTENTION!



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